

# DEEPIKA UPADHYAY PMP®, SAFE® 5, PMC - IV

| [deepika.aero89@gmail.com](mailto:deepika.aero89@gmail.com) | +91 7439205454 | [linkedin.com/deepika](https://www.linkedin.com/in/deepika) |

## | Airlines Products Leadership & Solutions Architect|

### PROFESSIONAL EXPERIENCE

#### **Amadeus IT FZCO [Principal Solutions Manager – Etihad Airways Solution Center] 2024 - Present, Dubai, UAE**

- Leading cross functional teams to deliver complex solution to Etihad Airways business teams.
- Key Stakeholder of Etihad Airways solution center governance team and top leadership level steering committee sessions.
- Leading business objective discovery & backlog generation workshop for Etihad Airways.
- Leading Program Increment backlog increment & planning workshops.

#### **Amadeus Software Labs [ Lead Product Manager – Digital Products] 2021 - 2024, BLR, INDIA**

##### **Agile Release Train Lead Product Manager**

- Led product vision, strategy & roadmap of SaaS based call center reservation & Amadeus digital products delivering in SAFe.
- Chief PM for engineering team of 90+members.
- Proven ability to craft and deliver a successful SaaS product globally and experience roadmap
- Working on Contact center of the future project to create a unified agent platform to move towards delivering pro-active customer support with business efficiency.
- Drove innovation within engineering teams and worked with cross functional teams and go to market teams for pitching ideas to customers.
- Reduced call center costs for the airline customer community during Covid-19 crisis by conceptualizing and launching a tailored, fast-to market feature in 3 months.
- Conducted customer workshops with cross-functional teams distributed globally to devise solutions for customer problems.

#### **Amadeus North America [ Solutions Manager –Southwest Airlines Competency Center] 2014–2021, Dallas, TX, USA**

- Led Southwest Airlines group booking product conceptualization to delivery (AGM/ G3 & Big PNR) – Budget ~\$50M.
- Led cross functional teams to deliver complex solution of Air Canada Same Day Change product to customer on time.
- Led & coordinated project Kickoff, status & solution assessment meetings with various stream of stakeholders
- Provide weekly project status reporting to Top Management.
- Business procedure development and educational support to the customer & internal stakeholders.
- Identify, analyze risks & implement risk response strategies to avoid, mitigate risks.
- Contributed for SAFe transformation in our organization.
- Led Road mapping of product features in future product release.

*As a Product/ Solutions leader and Cross-Functional Architect at Amadeus, I lead the development and management of new customized features solutions for Etihad Airways Solution Center. With several years of experience in product & solutions management, I have successfully managed various products as part of the Amadeus Digital Experience suite, including an airline front office product used at airline contact centers for air travel reservation and ticketing. I have also coordinated with teams on product road mapping activities for a large group of airlines. My skills include strategy, airlines, and solution architecture. I hold certifications in Pragmatic Marketing, SAFe 5 Agilist, and Project Management Professional (PMP). I am passionate about delivering innovative and customer-centric solutions that enhance the digital experience of airlines and their customers.*

*Member of Prestigious "Women in Aviation" Organization - Tasted the work flavor of both Aircraft Manufacturing Sector & Airlines Domain.*

*International experience: lived and worked in 5 countries (France, Germany, USA, India, UAE).*

### PERTINENT EXPERTISE

- Product Leadership & Marketing
- Program & Project Management
- Business & Management Consulting
- Customer Relationship Management
- Interpersonal & Team skills
- Negotiation
- Leadership & Management Skills
- Agile & Waterfall methodology
- Benchmarking & UX design
- Azure Cloud Migration
- Exposure to Artificial Intelligence, Agentic AI in Copilot & GPT4

## AIRLINES EXPERIENCE

- Amadeus Passenger Service System (Reservation & Ticketing)
- New distribution capability
- Amadeus Nevio [Modern Airline Retailing platform – Offer & Order based]
- Payments
- Digital Products – Digital Commerce APIs, RefX UI, Contact Center – agent application
- Rewards & Loyalty Management system
- Airlines and Airport Operations
- Pricing, servicing, disruption.
- Voucher management.

## LANGUAGES SKILLS

English

French

German

Bengali

Tamil

Telugu

## PROFESSIONAL ASSOCIATIONS



**SCALED AGILE**

**PRAGMATIC MARKETING**

## **Amadeus S.A.S [Product Development Analyst]**

**2013– 2014, Sophia Antipolis, France**

### **Responsibilities:**

- Performed functional requirement & solution analysis of change proposals
- Coordinated with cross functional teams to check the impacts and drive the feasibility study and converge to a solution.
- Authored technical specifications & performed functional validation.
  - Cleared defect backlogs by 20% in two months as Defect Sheriff.

## **Airbus Groups [Project Management & Engineering Intern]**

**2013, Hamburg, Germany**

### **Responsibilities:**

- Designed Aircraft structural parts in accordance to AIRBUS A350 XWB Design-Principles. Creation of 3D components as well as 2D drawings by using CAD, CATIA V5 tool.
- Filter all incoming change proposals and check impact on responsible work package. An active participant of Change Control Board.
- Estimate and investigate the impact due to the change and to provide a possible engineering solution on behalf of the team.

## **Eurocopter & ISAE – SUPAERO [Research Intern]**

**2012, Toulouse, France**

- Master Thesis: Developed a model for the numerical simulation of the mechanical behavior of polymeric foam by a system of beams with a nonlinear mechanical behavior using Python.

## **Lakshmi Electro Controls & Automation [Research Intern]**

**2010, Coimbatore, India**

- Bachelor Thesis: Designed a highly efficient Small-scale Wind Turbines airfoil blade which produces power around 1-2 KW, Fabricated the prototype of the blade in Composite materials (Fiber reinforced plastic).

## EDUCATION

**ISAE-SUPAERO, Toulouse, France**

**2011 - 2013**

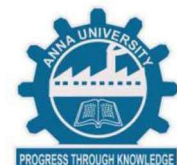
Master's in Aerospace Engineering



**ANNA UNIVERSITY, Coimbatore, India**

**2006 – 2010**

Bachelors in Aeronautical Engineering



## PROFESSIONAL CERTIFICATIONS

- ✓ Certified in **Project Management Professional** (Project Management Institute)
- ✓ Certified in **SAFe 5.1- SAFe Agilist** (Scaled Agile)
- ✓ Certified in **Pragmatic Marketing – IV** (Pragmatic Institute)
- ✓ Toastmaster International Certified **Competent Communicator**
- ✓ Toastmaster International certified **Competent Leader**.